Advertisement of soft drinks through celebrities

*430 SHRI K. CHANDRAN PILLAI: Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether pesticide residues are found in excess in soft drinks;

(b) whether Government are aware of the advertisements by cola companies endorsed by celebrities claiming 100 per cent safety to the cola consumers;

(c) if so, whether Government consider restrictions on the publishing of such misleading advertisements; and

(d) if so, the details (hereof and if not, the reasons therefor?

THE MINISTER OF HEALTH AND FAMILY WELFARE (DR. ANBUMANI RAMADOSS): (a) to (d) The products of soft drinks are convered under the Standards of Carbonate Water, prescribed under the PFA Rules, 1955. The standards for carbonated water under the PFA Rules do not prescribe any limits for total pesticide residues. However, water used in the manufacture of carbonated-water is required to conform to the standards of Packaged Drinking Water, wherein the limits for Pesticide Residues has been prescribed. Water comparises approximately 88% of most carbonated drinks.

The analysis of the informal samples of carbonated water were collected by the State Governments as per the direction of the Ministry of Health and Family Welfare during August-September, 2006, and were analysed by the Central Food Laboratories for pesticide residues. As per the analysis reports, none of the samples exceeded the permissible limits prescribed for pesticides residues in Packaged Drinking Water.

Rule 43-A of the PFA Rules, 1955, provides that there shall be no advertisement of any food which is misleading or contravening the provisions of PFA Act 1954 or the Rules made thereunder. Violation of any provisions of the PFA Act, 1954 and Rules made thereunder attracts penal action under the said Act.

State/UT Governments are the implementing authorities under the PFA Act. They have been advised to ensure regular sampling and testing of soft drinks to ensure that quality standards are maintained.